



City of Grapevine Quality of Life Survey Report

National Service Research

March 23, 2015



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Introduction and Study Objectives

Purpose of Study

- Since 2006, the City of Grapevine has allocated a portion of sales tax to *Quality of Life* projects in Grapevine. In the past, these capital (or non-recurring) expenditures have been used for Parks & Recreation projects such as Oak Grove Ballfield Complex, Casey's Clubhouse, Dove Pool renovation, Bellaire Park, and other projects such as backlit street signs, outdoor emergency sirens and emergency traffic preemption.
- As some of these needs have been met, the City of Grapevine desired to conduct a citizen survey to inquire about their thoughts on appropriate use for these capital funds for these types of projects in the future:
 - Arts and Culture
 - Beautification Projects
 - Community Outreach Center
 - Golf Course Improvements
 - Information Technology
 - Library
 - Park Amenities
 - Police and Fire
 - Public Works
- The survey also queried citizens about how they prefer to receive city information and their overall rating for all City services in Grapevine.



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Research Methodology

Approach Used

The research process included the following:

- The on-line survey was available to all Grapevine households and was clearly posted and available on the City's website, Facebook, Twitter, weekly e-news, the City's newsletter (mailed to all residents), at the Outreach Center, Senior Activities Center and by contacting Mona Burk, Marketing/Communications Manager, City of Grapevine.
- For residents with no computers, online access was available at the Library and the Outreach Center.
- The online survey link was active February 2, 2015 through March 16, 2015. Respondents completing the entire survey totaled 1,722 providing a margin of error of plus or minus 2.4% at a 95% confidence level.
- All questions were optional to answer, therefore response totals on each question varied and are noted herein.

The report herein presents a summary of all questions asked on the survey.



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Summary of Survey Findings



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Most Important Ranked Project Areas



- **Highest Ranked “Very Important” Rankings**

• 1-Park Amenities – Trails	68.9%
• 2-Police and Fire – Protective Equipment	58.9
• 3-Public Works – Street Improvements	58.1
• 4-Police and Fire – Technology	57.1
• 5-Public Works – Sidewalk Additions	55.3
• 6-Police and Fire – Animal Shelter	50.1
• 7-Arts and Culture – Christmas Decorations	48.9
• 8-Park Amenities – Dog Park	48.0
• 9-Park Amenities – Wildlife Viewing Areas	43.6
• 10-Information Technology – WiFi	42.5

- **Highest Ranked “Very/Somewhat Important” Combined Rankings**

• 1-Park Amenities – Trails	95.2%
• 2- Public Works – Sidewalk Additions	93.6
• 3-Public Works – Street Improvements	93.1
• 4-Police and Fire – Technology	89.1
• 5-Arts and Culture – Christmas Decorations	88.9
• 6-Arts and Culture – Cultural, Educational	88.1
• 7-Police and Fire – Protective Equipment	87.1
• 8-Police and Fire – Facility Improvements	86.2
• 9-Police and Fire – Animal Shelter	85.9
• 10-Park Amenities – Wildlife Viewing Areas	85.4



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Project Area Ratings



Q1. Which of the following do you see as important Quality of Life project areas to Grapevine (non-recurring)?

Project Areas	Very Important	Somewhat Important	Not at all Important	Don't know / Not familiar	Mean Score
ART AND CULTURE					
Cultural, Educational, Programming, Exhibits	36.5	51.6	9.3	2.6	2.28
Public Art	23.4	55.1	18.2	3.2	2.05
BEAUTIFICATION PROJECTS					
Christmas Decorations	48.9%	40.0%	10.8%	0.5%	2.38
City Entry Features	33.2	50.3	13.9	2.6	2.20
Medians	33.0	50.4	14.9	1.7	2.18
Right-Of-Way Landscaping	30.2	53.1	13.7	3.1	2.17
Community Outreach Center – Facility Improvements	41.4	42.3	9.9	6.3	2.34
Golf Course Improvements	11.1	32.9	47.7	8.4	1.60
Information Technology – WiFi in public spaces such as at facilities and parks	42.5	39.5	16.6	1.4	2.26
LIBRARY					
Additional Technology	36.9	46.1	10.4	6.6	2.28
Special Exhibits/Programs	28.8	53.2	11.9	6.1	2.18

Mean Score calculation – very important=3, somewhat important=2, not important=1. Those who responded don't know/not familiar, were excluded from the mean score calculation.

Project Area Ratings



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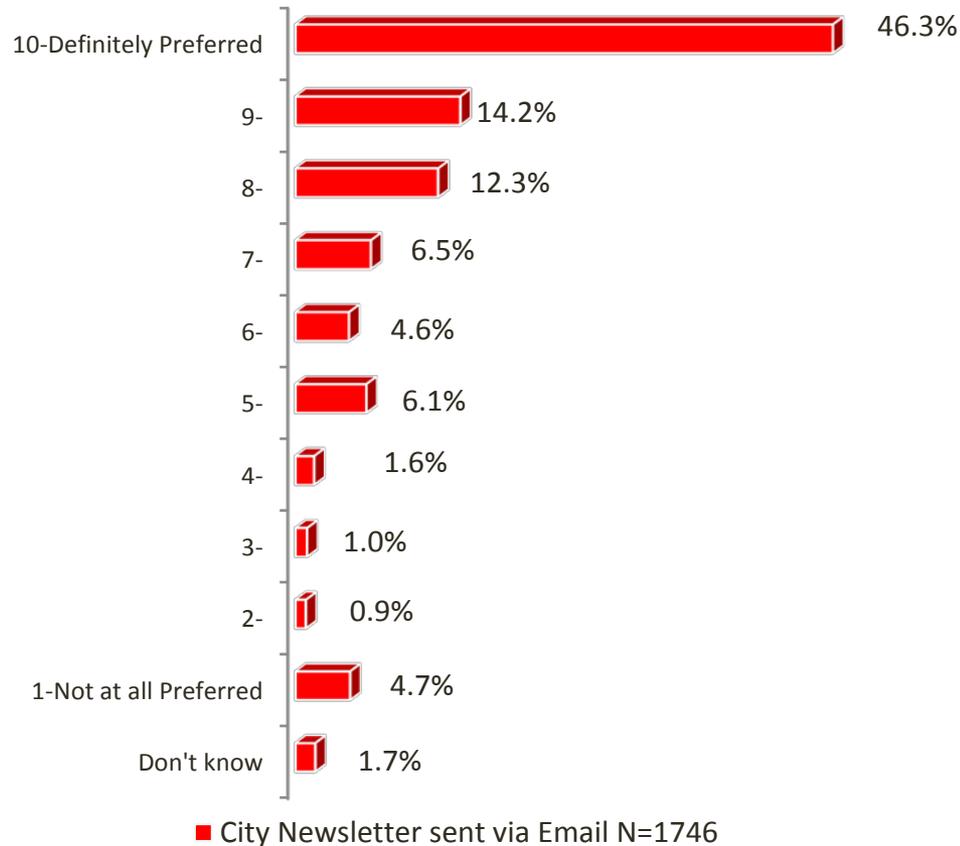
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Q1. Which of the following do you see as important Quality of Life project areas to Grapevine (non-recurring)?

Project Areas	Very Important	Somewhat Important	Not at all Important	Don't know / Not familiar	Mean Score
PARK AMENITIES					
Trails	68.9%	26.3%	3.6%	1.2%	2.66
Dog Park	48.0	30.6	19.2	2.2	2.29
Wildlife Viewing Areas	43.0	41.8	12.4	2.3	2.32
Lighted Practice Fields	40.6	40.8	14.7	3.9	2.27
Special Event Venues	30.3	50.6	14.7	4.5	2.16
Meeting Pavilions	23.6	55.1	17.4	3.9	2.06
Softball complex renovations	17.2	43.9	28.5	10.4	1.87
POLICE AND FIRE					
Protective Equipment	58.9	28.2	6.2	6.8	2.56
Technology	57.1	32.0	5.3	5.6	2.55
Animal Shelter Improvements	50.1	35.8	7.7	6.4	2.45
Facility Improvements	41.8	44.4	7.3	6.6	2.37
PUBLIC WORKS					
Street Improvements	58.1	35.0	5.5	1.5	2.53
Sidewalk Additions and/or Improvements	55.3	38.3	4.8	1.6	2.51
Signal Enhancements	40.9	43.8	12.0	3.3	2.30
Streetscape Enhancements	31.1	50.6	13.9	4.4	2.18

City Information - City Newsletter sent via Email

Q2-How do you prefer to receive City information?



Mean Score 8.23

Mean Score calculation uses a 10-point scale. Those who answered “don’t know” were excluded from the calculation.



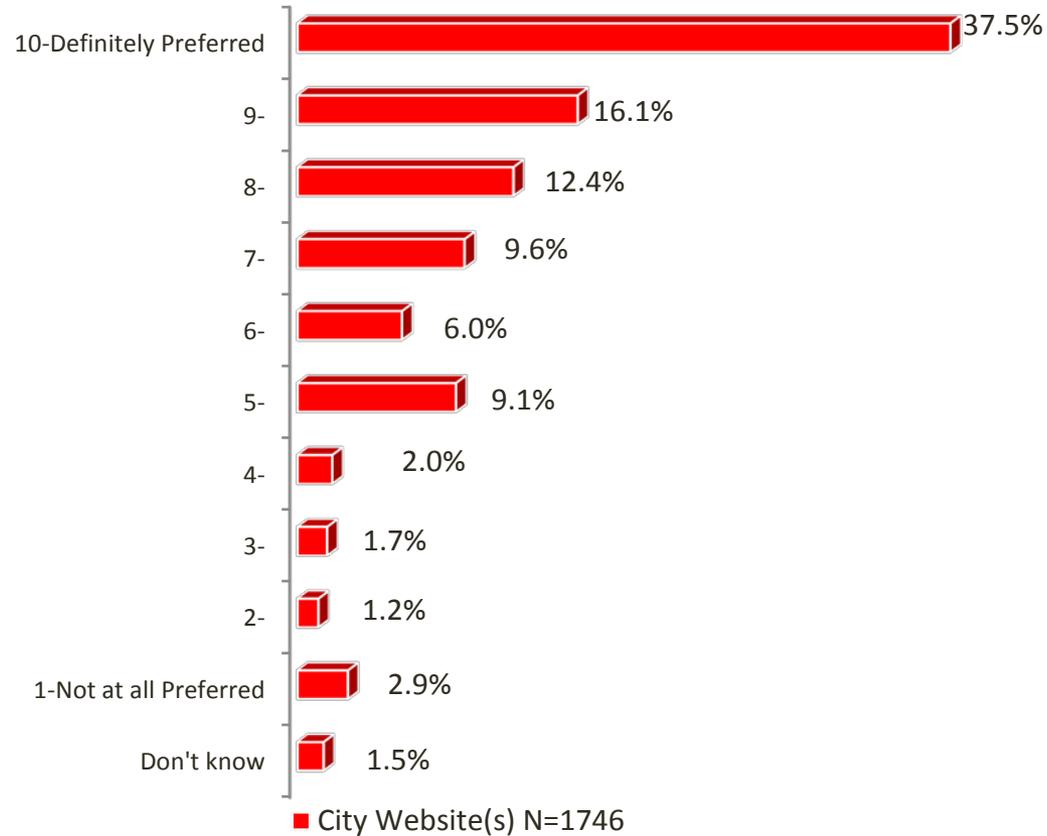
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City Information City Website(s)

(grapevinetexas.gov, visitgrapevine.com, playgrapevine.com)

Q2-How do you prefer to receive City information?



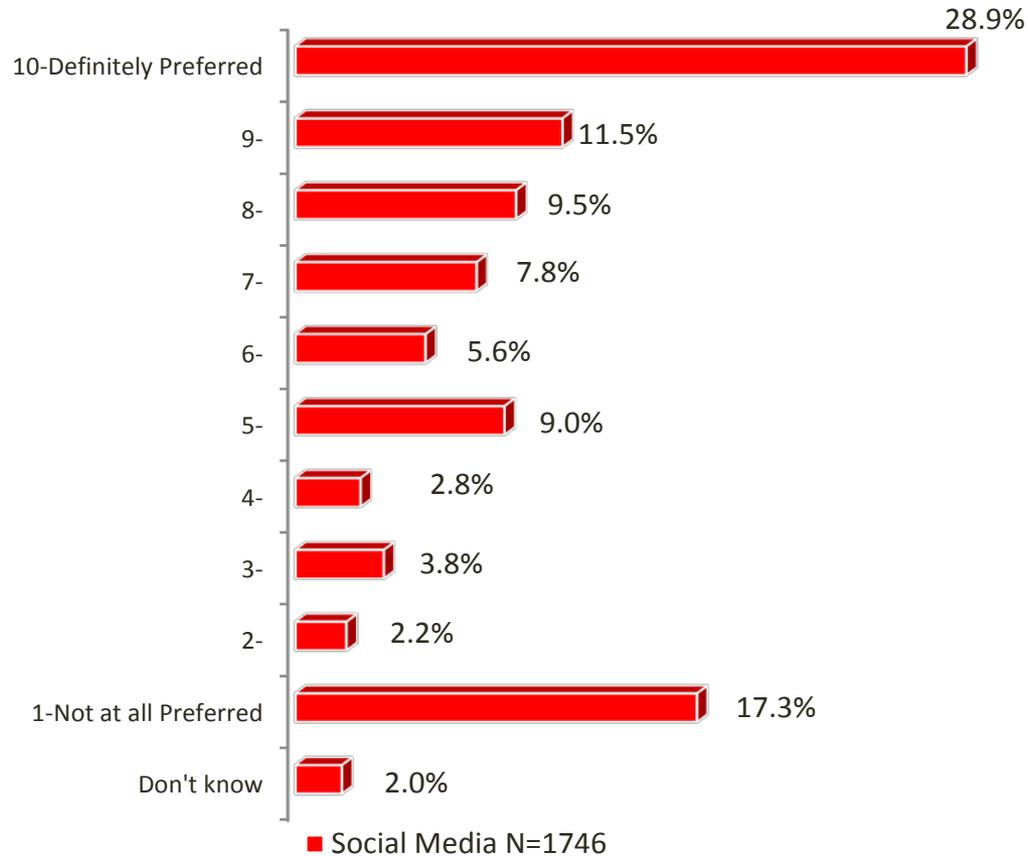
Mean Score 7.98



City Information Social Media

(City Facebook Twitter, etc.)

Q2-How do you prefer to receive City information?



Mean Score 6.56

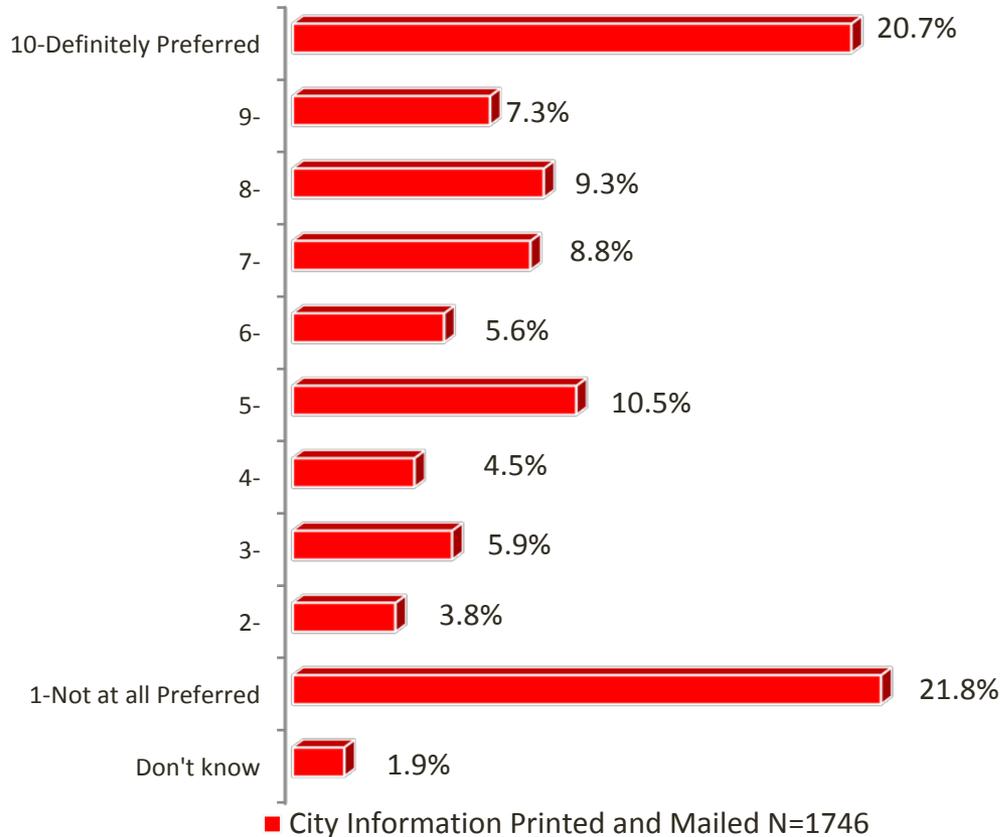


City Information

Do you prefer City Information be printed and mailed to you?



Q2-How do you prefer to receive City information?



Mean Score 5.70



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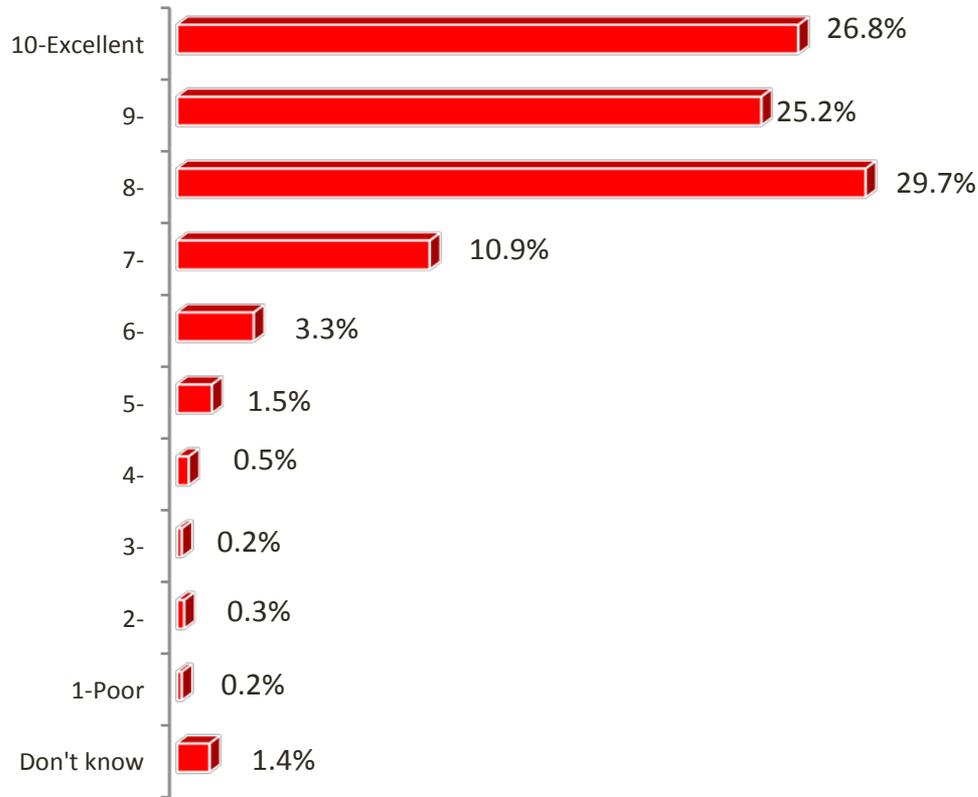
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Overall City Service Rating

Q3-Overall, how would you rate the City services in Grapevine on a scale from 1 to 10 with 10 being excellent and 1 being poor?

Respondents are satisfied with overall City services provided in Grapevine with a mean score of 8.52 and 82% provided a rating of 8, 9 or 10.



Overall City Service Rating N=1740



Other Suggestions

- Over 1,300 respondents provided comments on this open ended question at the end of the survey. The most common are listed below.
- Park related comments:
 - Dog park
 - Trails (connectivity of trails, more nature trails, linear trails, etc.)
 - Bike lanes on roadways
 - Nature parks/trails, more green spaces, nature preserves, open spaces
 - Practice fields (lighted fields)
 - More summer programs for kids and seniors
 - Skate park
 - Community garden
 - Continue improvements on Lake Grapevine
 - Improve boat ramps/extend ramps during low water levels
 - Improve maintenance of playground equipment
 - Golf course improvements (pro shop, restaurant, practice range, course drainage/bunkers)
- More focus on police protection
- Need public transportation
- Improvements to animal shelter
- Need higher end grocery store near Main Street
- Enhance and enforce code violations
- More street lighting
- Street and sidewalk improvements



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Other Comments

- Approximately 900 respondents provided other comments at the end of the survey. The most common are listed below.
- Keep up the great work, we love Grapevine, thank you for the survey, grapevine is a well run city.
- Dog park
- Need a more pet friendly city
- Extend and continue to improve bike/walk trails
- More bike lanes
- Improve street lights and sidewalks
- Update declining retail areas in Grapevine
- Improve boat ramps



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Demographic Characteristics



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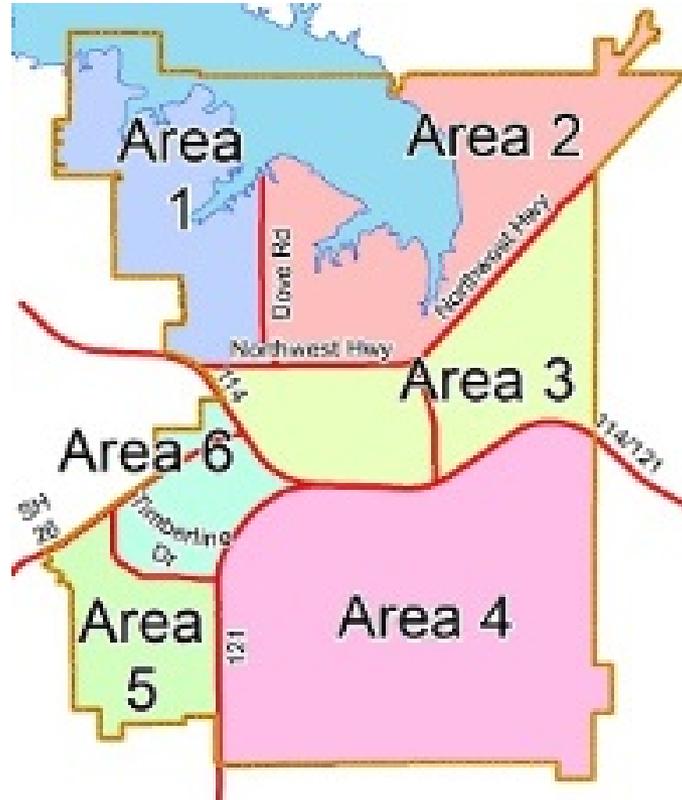
Grapevine Map

A representative sampling was received from the
City limits of Grapevine
(N=1732)



Response by Area

- Area 1 - 25.0%
- Area 2 - 24.2
- Area 3 - 9.6
- Area 4 - 11.4
- Area 5 - 15.8
- Area 6 - 9.3



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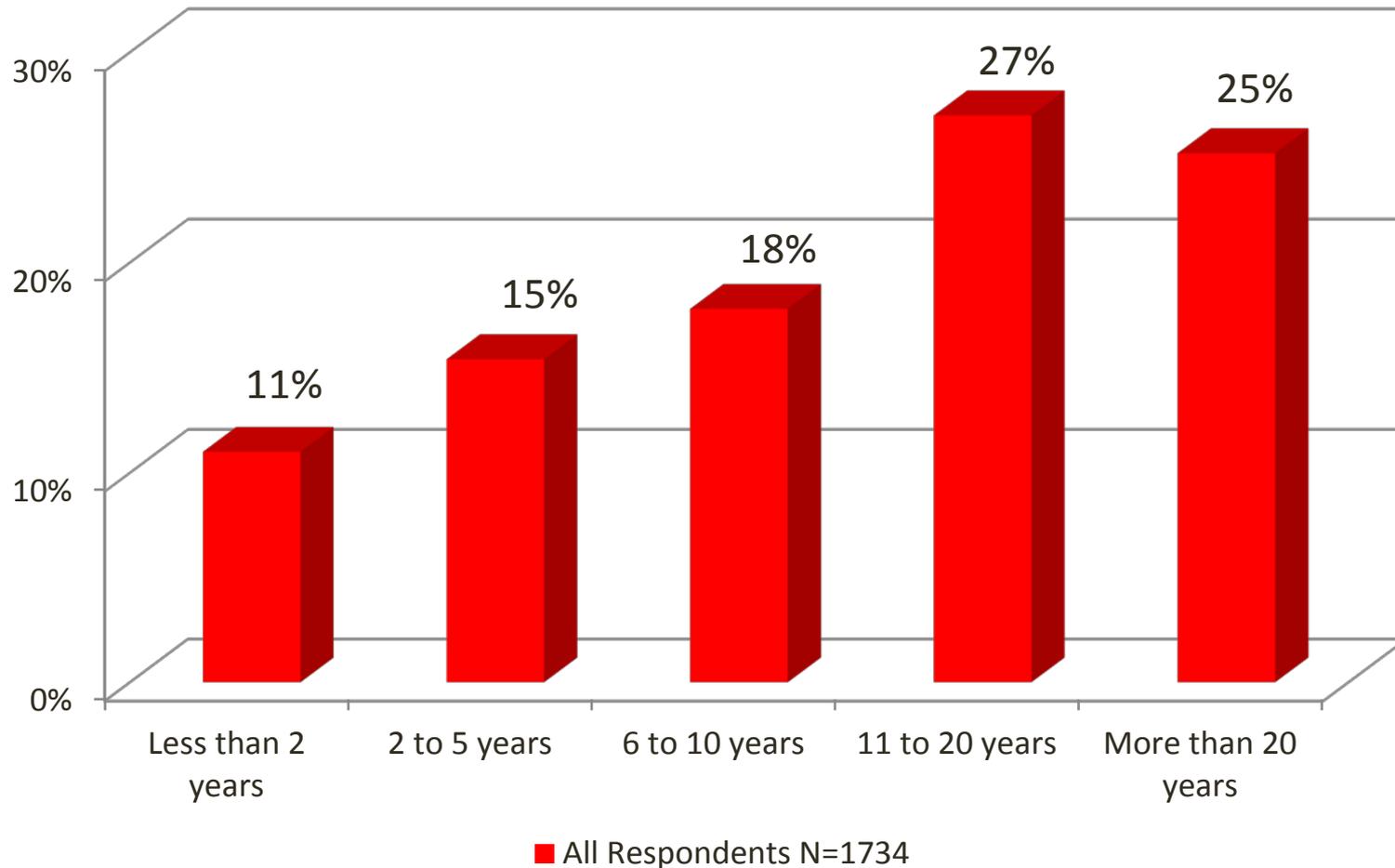


Demographics

Length of Residence

Q-How long have you been a resident in the City of Grapevine?

Mean length of residency: 13.6 years

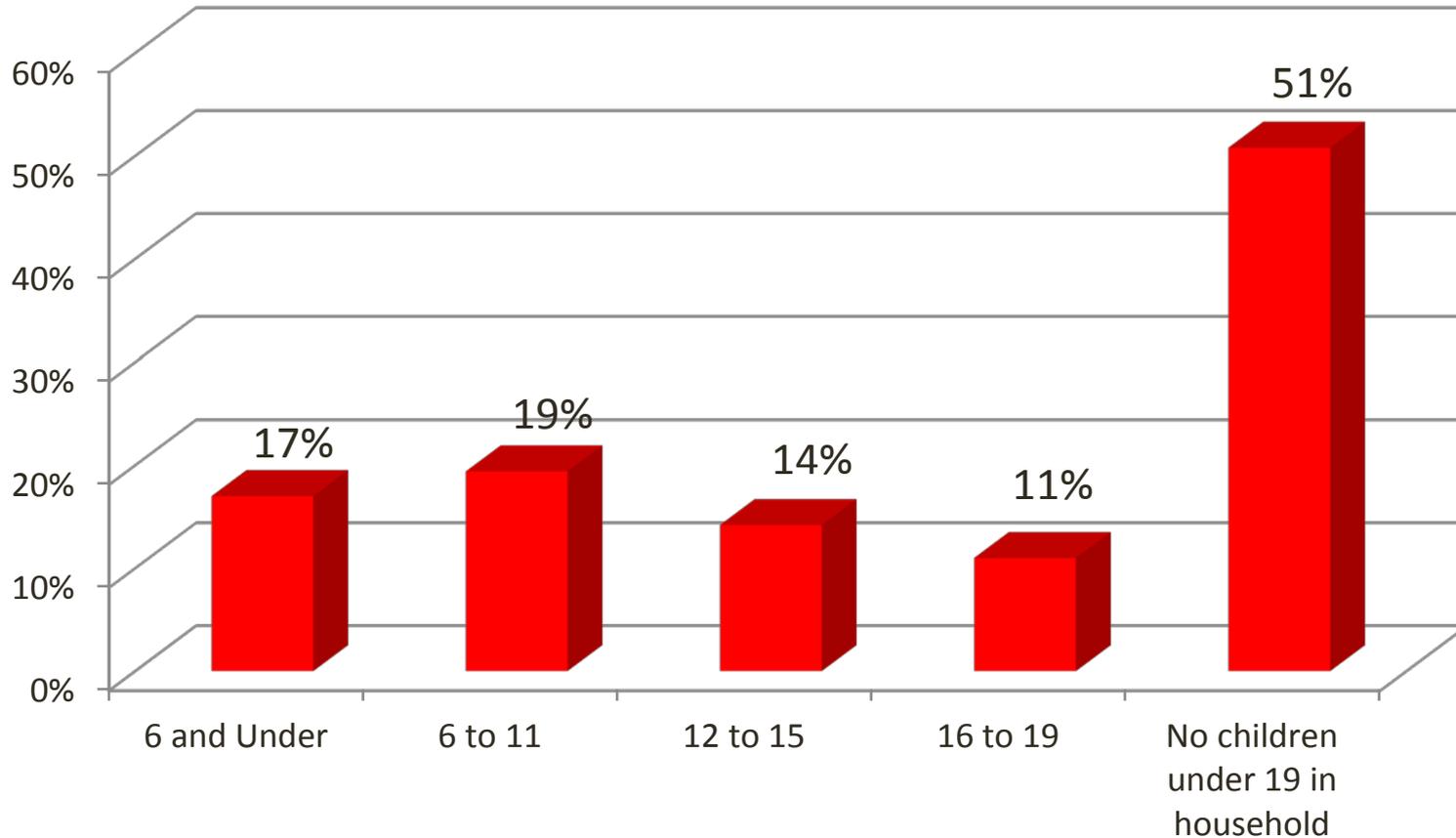


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Demographics

Q-Which children's age groups are represented in your household?



■ All Respondents N=1722



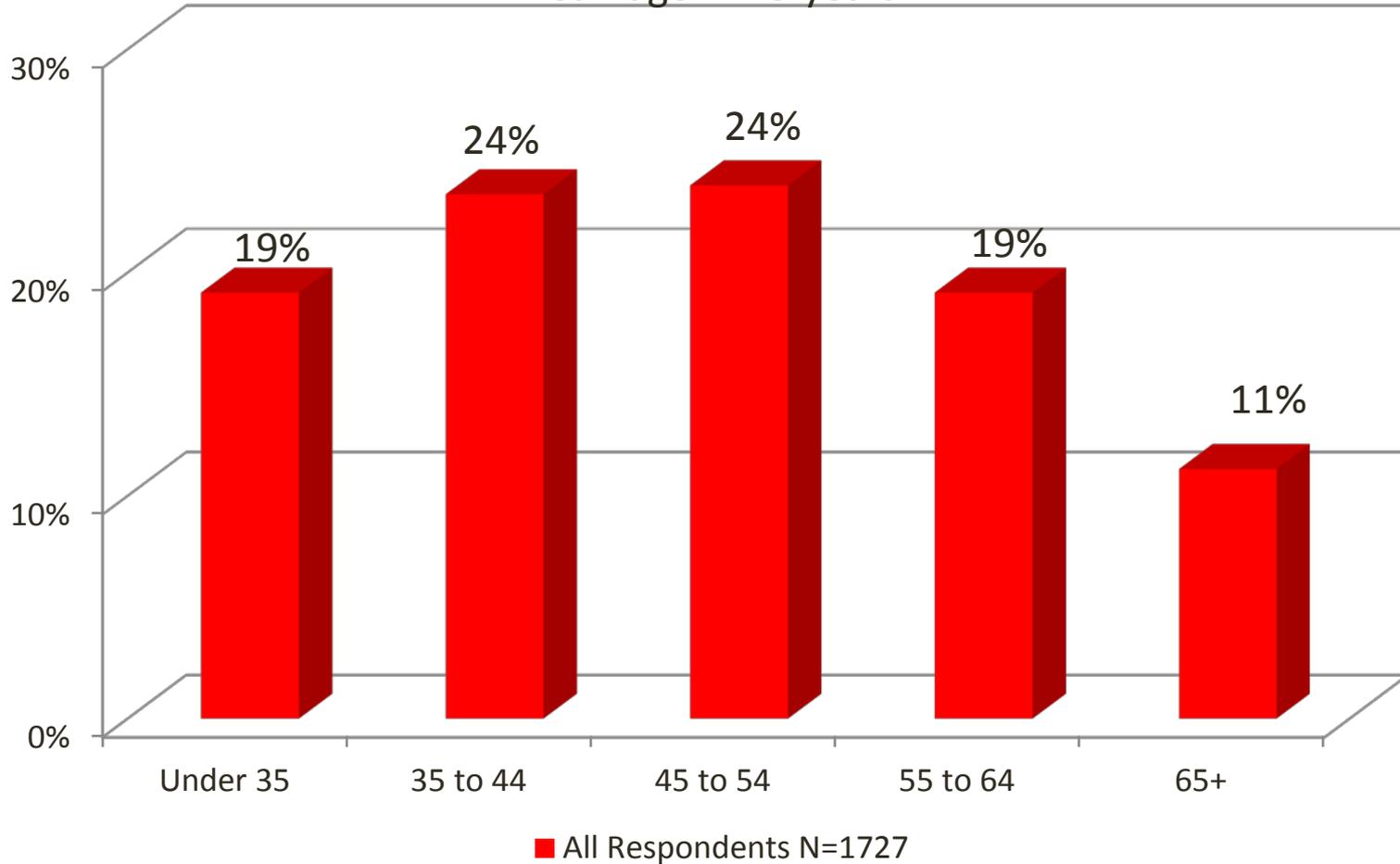
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Demographics

Head of Household Age

Q-Your age?

Mean age: 47.9 years



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National Service Research (NSR), founded in 1989, is a full-service quantitative and qualitative market research consulting firm and conducts market studies for the public and private sector. NSR conducts various types of consumer and business research including focus groups and surveys nationwide. NSR's owner and founder, Andrea Thomas, has over thirty years of professional market research experience.



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